

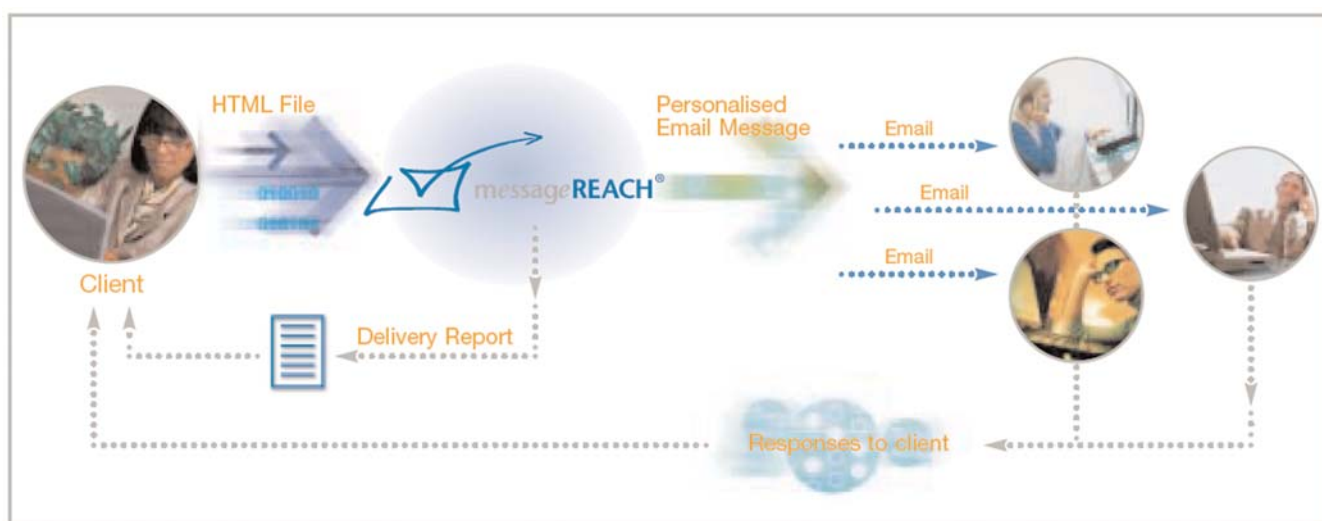
Reach all the right people

Email provides valuable new features and benefits to business communications

MessageREACH offers the most robust email applications available for high-volume distribution, including interactive features and support for high-quality graphics, audio and unlimited links to trackable URLs. Our convenient, Web-based access puts you in control of any type of messaging to any number of recipients with real-time reports on delivery and response.

Features:

- Build opt-in subscriber lists
- Personalise your communications
- Increase revenues with click-through advertising
- Promote interest with links to attachments
- Add impact with colourful graphics and animation
- Drive traffic to your website
- Collect valuable customer data
- Encourage customers to get in touch with you
- Use viral marketing strategies to increase readership
- Automate opt-out instructions for spam protection



messageREACH offers advanced email technology backed by a proven track record for reliability and value.

messageREACH Email Solutions

Email can be a powerful communications tool when used in the right way. That is the basis for messageREACH. We offer solutions to handle applications across all industries with valuable core features, including personalisation and promotional inserts; unlimited attachments and links to websites; multi-format support for optimal viewing; advanced click-through tracking; send-to-a-friend viral marketing; reply/remove collection; and detailed, graphical reporting.

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intelliSENDSM Wizard

Create and deliver professional-looking email campaigns using our HTML creation tool. The Wizard enables you to easily create graphic-rich, high-impact messages without any knowledge of complex HTML coding.

FastBACK Forms for Data Collection

Establish a two-way dialogue with customers, subscribers and business partners using time saving, cost-efficient electronic forms. Create eye-catching formats for surveys and renewals – we will collect and organise the responses for retrieval at any time online.

Campaign Management

Build a database and implement strategies to establish relationships with your customers based on their preferences and demographics. We offer database hosting and assistance with tools for sophisticated campaign management, including real-time response tracking, list segmentation and report generation in presentation-ready graphs and pie charts.

Subscription Management

Create and maintain a permission-based, interactive database for use in targeted marketing campaigns that draw high rates of response. Ask people about their interests, allow for profile changes and make it easy for them to sign up for offers. We will collect this data in real-time and allow you to query these preferences along with demographics to create dynamic destination lists. Subscribers may revise their profiles at any time to reveal new opportunities.

Transaction-Based Email Messaging

Our transactional specialists provide the technical support needed to automate business messaging systems. We establish a seamless interface with client systems for reliable delivery of computer-generated documents such as customer statements, invoices and confirmations. Company logos, disclaimers and forms are stored on our system for overlay prior to transmission, keeping our interface invisible to recipients. Cross-marketing inserts can be added and changed regularly. Security features include SSL/168-bit Triple DES and password protection with around-the-clock system monitoring, load balancing and emergency backup to ensure reliability.

About GNI

The GNI team draws from years of experience in the field of telecommunications & messaging. Our expertise is in understanding the needs of legacy & secure messaging with contemporary solutions.

As markets and technology continue to evolve, GNI is able to assist both the SME & large corporate clients over-

come these challenges.

Outsourcing has helped many companies avoid wasted investments in technology and solutions that either continue to require investment or are too costly to manage and operate. In addition to our outsourced solutions we offer basic messaging services such as Telex & Fax at competitive rates.

Provided by



For more information: sales@gnisa.com